

NETWORK SUPPORTED NEW FEATURE NOTIFICATION AND TRIAL**ABSTRACT**

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In general terms one embodiment of the present system and method is for a network to send a notification to subscribers regarding a new feature introduction. The method may have the steps of: generating a notification message regarding a new feature; sending the notification message to at least one mobile subscriber; sending a 10 response to the network that indicates that the at least one mobile subscriber desires to try the new feature; storing the new feature with an expiration time in a subscriber database; detecting, by the network, an end of the expiration time for the at least one mobile subscriber; and sending, by the network, a feature expiration notification message to the at least one mobile subscriber regarding subscribing to the new 15 feature. The system implements the method.